GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:4340
ANSWERED ON:12.12.2016
Financial Assistance for Literature/ Pamphlets
Kaswan Shri Rahul

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to increase the financial assistance being provided to State Governments for publication of literature/pamphlets related to tourism;
(b) if so, the details thereof;
(c) whether there is any plan for publication of the said literature/brochures through public-private partnership; and
(d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (d): Recognizing the need of the State Governments/Union Territory Administrations to produce quality promotional material, Ministry of Tourism (MOT) extends financial support to State Governments/Union Territories and Private stakeholders jointly, to develop & print promotional material by contributing 34% of the total cost to State Governments/Union Territories. The balance 66% is to be borne by the State Governments/Union Territories and Private Stakeholders jointly, with a minimum share of 25% of the total cost being the State Government/UT share.

The financial support to North East States including Sikkim, J&K and States of Chhattisgarh, Jharkhand and Uttarakhand for production of Collaterals and tourism promotional material is on 50: 50 cost sharing basis, with the 50% State share to be split equally between the State Governments and Private Stakeholders.

There is no proposal to increase the financial assistance being provided to State Governments/Union Territory Administrations under this scheme or for publication of the said literature/brochures through public private partnership.
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